



Attract campaign – Final results

Over 140 online banners were created for key home building roles experiencing shortages for the Skills Partnerships Attract campaign earlier this year. Banners were then advertised online through various social platforms and tailored to the right audience based on their online history. The campaign was seen by over 10 million users and 4,000 users clicked through to view the House Building Careers website.

The most popular banner clicked on by school leavers was for dry lining showing that many were interested in the trade role, whereas teachers and parents were more interested in career paths that weren't focussed on university, such as apprenticeships. Ex-military personnel were



found to be more interested in banners that illustrated their transferable skills.

On the House Building Careers website, average monthly user visits increased by 767% and there were over 32,000 visits



to the website throughout the campaign. Overall the campaign performed well with the House Building Career website receiving over 100 queries from individuals looking for roles.

The Sound of Home Building – Behind the scenes

Following on from the successes of our Attract campaign, the Skills Partnership teamed up with media agency ThirtyThree and Buckinghamshire UTC to kick-start the latest campaign to attract more young people to consider a career in home building. *The Sound of Homebuilding* will be a vibrant, fast-paced and dynamic video campaign targeting school and college leavers and featuring a custom soundtrack made entirely from the sounds you would hear on a home building site.

As well as generating interest in the sector amongst young people, one of the primary motivations behind this campaign is to illustrate the depth of roles and skills required to build a home with various key roles profiled, including bricklaying, plastering, site management, tiling and even quantity surveying!

The purpose of the video creation is to ensure school and college leavers, and young people more generally, are aware of the rewards a career in housebuilding can yield. Earning while learning, opportunities to develop



skills and the chance to gain qualifications simultaneously are some of the fantastic benefits of a career in the industry, and this campaign will help to raise awareness of these great prospects amongst young people.

In order to make sure the campaign reaches as many young people as possible, social

media platforms, such as Youtube and Instagram, will be key in maximising the exposure of the video to the right audience.

The Sound of Homebuilding is currently in post-production and will be screened for the first time at the Skills Partnership conference on the 20th November.

The Home Building Skills Conference – 20th November

The Home Building Skills Partnership conference is eagerly approaching and will be an opportunity to learn more about the work and achievements of the Skills Partnership over the last 12 months. Challenges and issues facing the sector will also be discussed and the ways that home

builders can come together to tackle these. The conference will be split into presentations centred around the five main areas of the skills pledge – promoting careers, training to a standard, engage and support, collaborate and share, and championing diversity and inclusion. As

well as speakers from a range of different home builders there will also be a special guest speaker from the Global Diversity Practice who will host an interactive diversity session focussing on home building. The conference takes place at the NCC, near Birmingham on 20th November.

Developing the home building workforce of the future



77 home building and supply chain organisations have signed the skills pledge



Almost 2,000 delegates have attended nearly 5,000 training days



Diversity and inclusion activity group created



Nine new training modules released for assistant/ site manager and sales advisor roles

The Skills Partnership has been working with homebuilders and supply chain organisations over two years to change the culture of the home building sector and develop the workforce of the future. Through collaboration with members and

sharing best practice, the Skills Partnership has been involved in a wide range of projects and campaigns in such a short time across its three main areas – Attract, Skills and Development, and Supporting Supply Chain Development.

There is still more exciting work to be done, however, if you would like to get involved or are interested in signing up to the skills pledge and committing your support in overcoming the skills shortage, email skillspartnership@hbf.co.uk.

New training modules – places still available

The Home Building Skills Partnership's funded training modules, in partnership with NHBC and Hamilton Deed, still has a few places left for home builders and supply chain organisations to book on to. These training modules link closely with the Skills Frameworks and will help to improve industry standards and build quality across the home building sector. This is a great opportunity for home builders

and supply chain organisations to develop their workforce and increase value within their organisations at very little cost. **However, places are *limited* and will be filled on a *first come, first served* basis for every organisation.** Visit the website now to book your place at www.hbf.co.uk/skillspartnership.

New Skills Frameworks now available

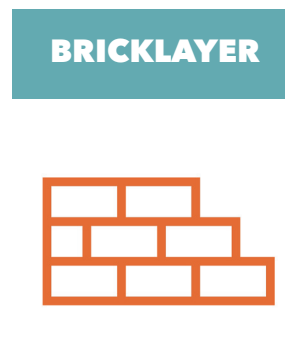
Skills Frameworks based around the 12 key roles experiencing challenges in the home building sector have been developed with members from the Skills and Development activity groups. The frameworks show a series of key competencies and training modules needed to be completed for the role as well as recommended courses, and average costings and CITB grant availability where applicable.

Ensuring employees are trained to a standard will help to drive efficiency at work and retain a quality focussed workforce. The frameworks will offer organisations a range of benefits from driving employee learning and skills to lowering unexpected maintenance



costs and repairs.

The skills frameworks for the 12 roles are available to view at www.hbf.co.uk/skillsframeworks and will also provide



employers with workforce development tools to help support their employees.

Stay tuned for more information on the development of these frameworks.



£5m boost from CITB to get hard-to-reach candidates into construction

CITB has launched a new £5 million funding opportunity to help under-represented groups into the construction industry.

Pathways into Construction will help connect employers with people who traditionally don't enter construction, including the unemployed,

women of all ages and full time learners who study construction but struggle to join the industry.

The Skills Partnership is currently working with members who have expressed an interest in developing collaborative ideas

for the homebuilding sector. Should you or your organisation wish to be involved or need further information, please get in touch with Tracey Hill, Skills Partnership Project and Contract Manager at tracey.hill@hbf.co.uk.

Tackling mental health in home building

An activity group was launched in the summer focussing on mental health awareness and how we can build awareness in the sector. There is a considerable lack of information on mental health in the home building sector, with home builders needing to understand the basics on what they can do to support their employees and become champions in collaborating and sharing best practise.

Plans are already underway at HBF in sourcing the right information and support that both employees and employers may wish to introduce, whilst also focussing on the impact this is having on the home building sector as a whole. Further information is coming soon, if you would like to be involved in this activity group email skillspartnership@hbf.co.uk.



New ambassador training dates available for 2019

The Skills Partnership has trained over 70 home building ambassadors since it was launched last year, with even more to be trained in the upcoming months. The programme allows employees to gain the knowledge and skills they need to promote home building careers to a wide array of audiences and to gain the confidence to share their experiences and speak at conferences and networking events as well as local schools. So far our ambassadors have been involved in some great opportunities including attending the Scotswoman of the Year Awards to speaking at university career fairs.

New dates have now been announced for ambassador training for 2019 in the following locations:

- 30th January 2019 - London
- 19th March 2019 - Birmingham
- 25th June 2019 - Reading
- 8th October 2019 - York

Make sure you book your place at

www.hbf.co.uk/ambassadortraining.

Out & About ...

Barratt Developments invests £1m in revolutionary new apprenticeship

Barratt Developments plc has launched the first residential apprenticeship course for bricklayers. The new course will see recruits gain the skills to join a building site and lay bricks to a production standard in just three weeks, compared to around six months via the normal day release route.

Investing £1m, the residential accelerated apprenticeship will focus on training in dedicated 2-3-week blocks, meaning recruits first build skills while at college and then put them into practical use on site. They will

also be fully health and safety trained and have a CSCS card.

Steve Boyes, Chief Operating Officer at Barratt Developments, said, "We know from apprentice feedback that the number one thing they want [is] to have enough skills to lay bricks and be of practical use whilst on site. This course delivers very high-quality standards giving the new brick layers the skills which are required from a 5-star housebuilder."

To find out more about the new apprenticeship, visit www.barrattcareers.co.uk.

Morris Homes strengthens supply chain relationships



Morris Homes has launched their first supply chain engagement event with the aim of strengthening supply chain relationships. Working closely with the Skills Partnership, Morris Homes secured over £50,000 of CITB funding to support

training opportunities in customer service, health and safety, management and IT. Over 80 representatives from the businesses sub-contractor partners joined the event.

Andy Preston, Regional Commercial Director, said, "We're thrilled with the success of our first event. We've had a great deal of valuable feedback which we are working through to action as part of a short and longer term plan. We look forward to further successes from the initiative in our other regions and encourage all our subcontractors to get involved."

Morris Homes will continue its ongoing commitment by creating tools and opportunities for suppliers and subcontractors as well supporting the growth and stability of the supply chain as a priority.

Diary Dates

20th November 2018

The Home Building Skills Partnership Conference NCC, near Birmingham

The Skills Partnership is hosting its conference focussing on the work of the Partnership over the last 12 months and future issues facing the sector.

12th & 13th February 2019

HBF Future Talent Conference, Wybson Lakes, Bedfordshire

The HBF Future Talent Conference 2019 brings together trainees, graduates and apprentices with ambition and aspiration to progress their careers within the home building sector. This year there will be workshops on MMC, sustainability and communications.

Visit www.house-builder.co.uk/events/future-talent-conference-2019 for more information.

1st & 2nd March 2019

What Careers Live? Birmingham NEC

The Skills Partnership and its members will be returning to Birmingham next year to attract the next generation of home builders to the sector. To get involved or to become a home building exhibitor email skillspartnership@hbf.co.uk

GET IN TOUCH

The Skills Partnership is focussed on creating positive change for the home building sector, whether that be through attracting new recruits, training to the right standards or collaboratively sharing best practice. There are so many different projects you can get involved

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In conjunction with



in and we need your support to make things happen. If you would like to find out more about our working groups and to get involved, visit www.hbf.co.uk/hbsp.

If you also have any interesting stories or projects do get in touch, we would love to hear your news!